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**Channel-In-A-Box (Ciab) Market - Global
Scenario, Trends, Industry Analysis, Size,
Share And Forecast 2011 - 2018**

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REPORT DESCRIPTION

Broadcasters from around the world are seeking affordable playout solutions that they can integrate easily into their existing workflows. They are willing to invest on the technology that will seemingly reduce the cost of playout systems and decipher complexities while enhancing reliability and performance in critical operations.

Browse the full Channel-In-A-Box (Ciab) Market report at:

<http://www.transparencymarketresearch.com/channel-in-a-box-ciab-market.html>

Touted as the “next big thing” in master control automation, Channel-in-a-Box (Ciab) is the latest innovation that enables “playout automation” across graphics, switchers, servers, audio, routing, and channel branding into a single integrated software application. Playout automation is the technology of producing content by inserting logos, ingesting video, advertisement, and overlays before broadcasting it to the audiences on a pre-determined schedule. Owing to the recent advances, CiaB is regarded as one of the most potent mediums of generating revenue for the broadcasting company or the broadcaster.

The key geographic segments of the channel-in-a-box market include North America, Asia Pacific, Europe, and Rest of the World (RoW). Among these regional segments, North America dominates the global CiaB market. However, during the forecast period, robust development in Asia Pacific and Middle East and Africa (MEA) will help the region to achieve fastest growth, outpacing the development rate registered by North America.

The report presents an executive level blueprint of the global channel-in-a-box market. It studies prevailing dynamics and analyzes the prospective trends to forecast refined growth projections for the market. Based on information sourced through scrupulous primary and secondary research, the study lays down the market growth drivers, restraints, and prospective opportunities.

Overview of the Channel-In-A-Box (Ciab) Market

Robust industrial development in the last couple of years has triggered channel explosion, and has boosted satellite, mobile, and terrestrial delivery of content across the globe. Though increase in the number of content delivery

platforms and services is noted, the number of audiences and the revenue generated by the industry has remained fairly stagnant.

The global channel-in-a-box market is driven by the escalating demand for latest technology in-built with functionalities to gratify the requirement of powerful yet compact outboard unit among producers and engineers. Propelled by the latest developments, the global channel-in-a-box market is forecasted to register double digit CAGR between 2012 and 2018.

Since channel-in-a-box is a comparatively new technology, it can take some time for the CiaB products to evolve to a point where they can support the complex systems of broadcast channels. The market already has scalable, reliable, and cost-effective solutions, hence analysts consider it very early to predict the future of CiaB. Moreover, not many people are aware of the technology and companies selling Ciab often demand higher prices. Hence, the global channel-in-a-box market has become highly competitive.

Companies mentioned in the research report

After remaining dormant for over a period of decade, CiaB is finally creating a buzz across the broadcasting industry. With prominent companies such as Playbox, Grass Valley, Harmonic, and Snell foraying into the market, the global channel-in-a-box market is expected to gain increasing revenue in the next five years. Business strategies and financial records of the key market players are evaluated in the report to present refined growth forecasts for the global CiaB market.

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This research report analyzes this market depending on its market segments, major geographies, and current market trends. Geographies analyzed under this research report include

- North America
- Asia Pacific

- Europe
- Rest of the World

This report provides comprehensive analysis of

- Market growth drivers
- Factors limiting market growth
- Current market trends
- Market structure
- Market projections for upcoming years

This report is a complete study of current trends in the market, industry growth drivers, and restraints. It provides market projections for the coming years. It includes analysis of recent developments in technology, Porter's five force model analysis and detailed profiles of top industry players. The report also includes a review of micro and macro factors essential for the existing market players and new entrants along with detailed value chain analysis.

Reasons for Buying this Report

- This report provides pin-point analysis for changing competitive dynamics
- It provides a forward looking perspective on different factors driving or restraining market growth
- It provides a six-year forecast assessed on the basis of how the market is predicted to grow

- It helps in understanding the key product segments and their future
- It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors
- It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments
- It provides distinctive graphics and exemplified SWOT analysis of major market segments

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About Us

Transparency Market Research (TMR) is a global market intelligence company, providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers. TMR's experienced team of Analysts, Researchers, and Consultants, use proprietary data sources and various tools and techniques to gather and analyze information.

Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

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